



WXYZ

ORDER

Print Date 09/24/12

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Flight Dates 10/02/12-10/08/12

	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Contract / Revision</u>	<u>305655</u> / <u>Citizens for Affordable Quality Hon</u>	<u>Estimate #</u>	1541 Week 5
<u>Original Date / Revision</u>	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
07/24/12 09/20/12	<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u> Citizens for Affordable Qual	1322 G Street SE Washington, DC 20003	<u>Order Type</u>	GENERAL
		<u>Billing Cycle</u>	EOM/EOC
		<u>Billing Calendar</u>	BROADCAST
<u>Agency</u> New Media Firm		<u>Demographic</u>	A25-54
<u>Buying Contact</u>	<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL
1322 G Street SE Washington, DC 20003	<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
	<u>Agency Ref</u> 2	<u>Priority</u>	P-1
		<u>Advertiser Ref</u>	

Primary Account Executive

www.yourteam.com
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	71	\$62,560.00	\$73,600.00	0.00	10/01/12	10/08/12	71	\$62,560.00	\$73,600.00
Totals	71	\$62,560.00	\$73,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 1	WXYZ	10/02/12	10/08/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- 1111--		4	\$150.00			0.00					
		Week: 10/08/12	10/14/12	1- -----		1	\$150.00			0.00					
N 2	WXYZ	10/03/12	10/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 1- 1--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- 1- 1--		2	\$400.00			0.00					
N 3	WXYZ	10/02/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00



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Contract / Revision

305655

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 07/24/12/ 09/20/12

Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qua Estimate # 1541 Week 5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 3	WXYZ	10/02/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-1111--		4	\$900.00			0.00						
		Week: 10/08/12	10/14/12	1-----		1	\$900.00			0.00						
N 4	WXYZ	10/06/12	10/06/12	Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S-		1	\$250.00			0.00						
N 5	WXYZ	10/06/12	10/06/12	GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S-		1	\$350.00			0.00						
N 6	WXYZ	10/06/12	10/06/12	Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S-		1	\$350.00			0.00						
N 7	WXYZ	10/07/12	10/07/12	GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$350.00			0.00						
N 8	WXYZ	10/07/12	10/07/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$350.00			0.00						
N 9	WXYZ	10/02/12	10/08/12	M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-1111--		4	\$500.00			0.00						
		Week: 10/08/12	10/14/12	1-----		1	\$500.00			0.00						
N 10	WXYZ	10/02/12	10/08/12	M-F 10a-11a	CM	10-11am M-F	11-1---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-1-1---		2	\$400.00			0.00						
		Week: 10/08/12	10/14/12	1-----		1	\$400.00			0.00						
N 11	WXYZ	10/02/12	10/08/12	12p Noon News	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-1111--		4	\$500.00			0.00						
		Week: 10/08/12	10/14/12	1-----		1	\$500.00			0.00						
N 12	WXYZ	10/03/12	10/05/12	M-F 4-5pm	CM	4-5pm M-F	--1-1--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	--1-1--		2	\$900.00			0.00						
N 13	WXYZ	10/02/12	10/08/12	5p News	CM	5-6pm M-F	11-1---	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-1-1---		2	\$1,000.00			0.00						
		Week: 10/08/12	10/14/12	1-----		1	\$1,000.00			0.00						
N 14	WXYZ	10/03/12	10/05/12	6p News	CM	6-630pm M-F	--1-1--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				



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Contract / Revision**305655**Flight Dates**10/02/12-10/08/12**Hiatus DatesOriginal Date / Revision

07/24/12/ 09/20/12

Order Sep 00:20:00Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qua** Estimate # **1541 Week 5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N14	WXYZ	10/03/12	10/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- 1- 1--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-- 1- 1--		2	\$1,200.00								
N15	WXYZ	10/02/12	10/08/12	7p News M-F 7-730p	CM	7-730pm M-F	11- 1- 1--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	- 1- 1---		2	\$1,200.00								
		Week: 10/08/12	10/14/12	1-----		1	\$1,200.00								
N16	WXYZ	10/06/12	10/06/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-----S-		1	\$1,000.00								
Spot	Ch	Date Range		Description		Start/End Time									
1	WXYZ	10/01/12-10/07/12		Access Saturday		7-8pm Sat									
		See MG 16.2													
		[inv code is EARLY NEWS SA 7PM]													
2	WXYZ	10/06/12-10/06/12		Early News Sa 7p (Foll Sport:7pm Sat											
		MG for 16.1 10/06													
N17	WXYZ	10/07/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-----S		1	\$750.00								
N18	WXYZ	10/03/12	10/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-- 1- 1--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-- 1- 1--		2	\$1,800.00								
N19	WXYZ	10/02/12	10/08/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	11- 1- 1-	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	- 1- 1- 1-		3	\$2,000.00								
		Week: 10/08/12	10/14/12	1-----		1	\$2,000.00								
N20	WXYZ	10/02/12	10/08/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-1111--		4	\$750.00								
		Week: 10/08/12	10/14/12	1-----		1	\$750.00								
N21	WXYZ	10/02/12	10/08/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M-11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-1111--		4	\$250.00								
		Week: 10/08/12	10/14/12	1-----		1	\$250.00								
N22	WXYZ	10/02/12	10/08/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-1111--		4	\$150.00								
		Week: 10/08/12	10/14/12	1-----		1	\$150.00								
N23	WXYZ	10/06/12	10/06/12	SA 1130p-1230a SA Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-----S-		1	\$250.00								
N24	WXYZ	10/07/12	10/07/12		CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00



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Contract / Revision**305655**Flight Dates**10/02/12-10/08/12**Hiatus DatesOriginal Date / Revision 07/24/12 / 09/20/12Order Sep 00:20:00Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qua** Estimate # **1541 Week 5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>			
														Spots	Amount		
Sports Update 1130-12m SU 1130p-12a																	
<u>Start Date</u>	<u>End Date</u>			<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12	10/07/12			-----S		1				\$550.00		0.00					
N25	WXYZ	10/08/12	10/08/12	Monday	Prime C	CM	10-11pm	Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
Castle																	
<u>Start Date</u>	<u>End Date</u>			<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12	10/14/12			M-----		1				\$5,000.00		0.00					
N26	WXYZ	10/02/12	10/02/12	Tuesday	Prime B	CM	9-10pm	Tuesday	-T-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
Happy Endings / Apt23																	
<u>Start Date</u>	<u>End Date</u>			<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12	10/07/12			-T-----		1				\$9,000.00		0.00					
N27	WXYZ	10/04/12	10/04/12	Thursday	Prime C	CM	10-11pm	Thursday	-T---	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
Scandal																	
<u>Start Date</u>	<u>End Date</u>			<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12	10/07/12			---T---		1				\$5,000.00		0.00					
N28	WXYZ	10/05/12	10/05/12	Friday	Prime C	CM	10-11pm	Friday	-----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
20/20																	
<u>Start Date</u>	<u>End Date</u>			<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12	10/07/12			----F--		1				\$4,000.00		0.00					
N29	WXYZ	10/06/12	10/06/12	ABC Saturday	Night Food	IM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
ABC's Saturday Night Foc																	
<u>Start Date</u>	<u>End Date</u>			<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12	10/07/12			-----S-		1				\$3,000.00		0.00					
N30	WXYZ	10/07/12	10/07/12	Sunday	Prime A	CM	7-8pm	Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
AFHV																	
<u>Start Date</u>	<u>End Date</u>			<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12	10/07/12			-----S		1				\$3,000.00		0.00					
														Totals	71	\$73,600.00	